

ORDER



Orders
Order / Rev: 36947
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WTVF
Primary AE: Political Political
Sales Office: WTVF
Sales Region: Local

Agency
Name: Fletcher & Rowley, Inc-TN
Buying Contact:
Billing Contact:
 1720 West End Avenue, Suite 630
 Nashville, TN 37203

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Darren Jernigan for State House
Demographic: A25-54
Product Codes: PO03
Priority: P5
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/12	11/05/12	5	\$2,675.00	\$2,273.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	5	\$2,675.00	\$2,273.75	0.00
Totals	5	\$2,675.00	\$2,273.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	11/01/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	----F--	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$525.00		0.00			
N 2	WTVF	11/05/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$300.00		0.00			
N 3	WTVF	11/01/12	11/02/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p	CM	10p-1035p	---T---	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---		1				\$1,100.00		0.00			
N 4	WTVF	11/01/12	11/02/12	M-F 6p-7p M-F 6p-7p	CM	6p-7p (6:30 PM-7:00 PM)	---TF--	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		1				\$700.00		0.00			
N 5	WTVF	11/01/12	11/02/12	M-F 1237a-107a M-F 1237a-107a	CM	1237a-107a	---TF--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		1				\$50.00		0.00			
													Totals	5	\$2,675.00

WTVF (CBS) 5 - NASHVILLE
DARREN JERNIGAN FOR STATE HOUSE - TN DISTRICT 60
Week 1: 10/30-11/6 (Tue-Tue)

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD		Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	
PROGRAM	DAYPART	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	TOTAL COST
M-F MORNING REPORT	6-7A				1					1 \$525.00
M-F PRICE IS RIGHT	10-11A							1		1 \$300.00
M-F 6P REPORT	6-6:30P			1						1 \$750.00
M-SU 10P REPORT	10-10:35P			1						1 \$1,100.00
GROSS										4 \$2,675.00
AGENCY DISCOUNT (-15%)										\$401.25
NET TO STATION										\$2,273.75

Jernigan for State Rep. - House District 60
4837 RAINIER DRIVE
OLD HICKORY TN, 37138

Treasurer: Colman Stant

"Gotto School HD" JERNIGAND1202H

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Wednesday, October 31, 2012 11:00 AM
To: Kiley Murphy
Subject: Re: Couple of things

approved!

Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203
deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)

From: "Kiley Murphy" <kmurphy@newschannel5.com>
To: "Denise Lawrence (deniselawrence@comcast.net)" <deniselawrence@comcast.net>
Cc: "Kati Bumgardner (kati@fletcherrowley.com)" <kati@fletcherrowley.com>
Sent: Wednesday, October 31, 2012 9:26:05 AM
Subject: Couple of things

We're sold out 6-630p. Proposing MG's for the new Mitchell and Jernigan orders below. Also attaching updated final stretch rate card.

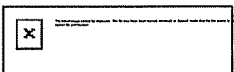
Thanks!

Mitchell:

You only have 2x on dates, but in total column, show 3x. Assuming you want 3x since dollars match. SO...
3x 6-630P N/A. MGO 3x 630-7P at \$700 each, and 1x Sun 10:50-11:50P at \$150

Jernigan:

1x 6-630P N/A. MGO 1x 630-7P at \$700, and 1x 1235-135A (M-F) at \$50



Kiley Murphy | National and Interactive Sales Manager
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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WTVF</u>	Date: <u>10/30</u>
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I, Kati Bumgarner
 being/on behalf of: Darren Jernigan, a legally
 qualified candidate of the Democrat political
 party for the office of: TN State House 60
 in the General
 election to be held on: 11/6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Attached					

Total Charges:

2675.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Darren Jernigan

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Coleman Stant

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/30
Date

Katibumachen
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part☐ Rejected

Signature Printed Name Title